

## **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 834-4179  
Fax (716) 834-3145

JULY, 98

### **DORAL JACKPOT PROMOTION #801315**

(PRODUCT IS 'PRE-SLEEVED')

**RJR #842166**

**TOPS MARKETS / VIX**

(CID #4027-02-XX / #4027-06-00)

#### **DORAL JACKPOT:**

**EACH PACK HAS COUPON INSERT FOR  
.40¢ OFF 2-PACKS ON NEXT PURCHASE**

**UTILIZE EXISTING PLATFORMS. REFER TO ATTACHED  
CUSTOMER LIST FOR PARTICIPATING STORES.**

**WILSON FARMS**(CID #4027-05-00)

**210 SKUs OF 40-PACK DISPLAYS (ITEM #545462) WILL BE SENT  
DIRECTLY TO WILSON FARMS STORES 8/24/98. (ATTACHED CUSTOMER  
LIST).**

PRODUCT ARRIVAL DATE: 8/17/98

PO ('Renee') \_\_\_\_\_

EFT \$ AMOUNT: **\$17,480.41**

RETAIL DISTRIBUTION DATE: WEEK OF 8/31/98

**SHIP TWO (2) CARTONS EACH STYLE TO EACH STORE.**

UPC CASE 12300-	BRAND STYLE CASE SIZE (6M)	NUMBER OF CASES	#/CARTONS TO PACK PER DISPLAY FOR W.FARMS STORES
25467	DORAL LT 100	13	1 (ONE CTN)
25469	DORAL MEN LT 100	13	1 (ONE CTN)
25468	DORAL 100	13	1 (ONE CTN)
25470	DORAL ULT LT 100	13	1 (ONE CTN)

#### **PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98.**
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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## **RJ REYNOLDS**

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JULY, 98

### **DORAL JACKPOT PROMOTION #801315**

(PRODUCT IS 'PRE-SLEEVED')

**RJR #194970**

**FINAST**

(CID #4027-03-00)

**DORAL JACKPOT:**  
**EACH PACK HAS COUPON INSERT FOR**  
**.40¢ OFF 2-PACKS ON NEXT PURCHASE**

**UTILIZE EXISTING PLATFORMS. REFER TO ATTACHED  
CUSTOMER LIST FOR PARTICIPATING STORES.**

PRODUCT ARRIVAL DATE: 8/17/98      PO ('Judy') \_\_\_\_\_  
EFT \$ AMOUNT: \$4,033.94  
RETAIL DISTRIBUTION DATE: WEEK OF 8/31/98

**SHIP TWO (2) CARTONS EACH STYLE TO EACH STORE.**

UPC CASE	BRAND STYLE CASE SIZE (6M)	NUMBER OF CASES
25467	DORAL LT 100	3
25469	DORAL MEN LT 100	3
25468	DORAL 100	3
25470	DORAL ULT LT 100	3

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
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JACKPOT.DOC

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**Selling Details**  
**September DORAL Price Check Jackpot Promotion**  
(Program Contact: Evan Toulon, #6316)

**Program Objective:** To change price perceptions among competitive Savings and FP savings sensitive smokers to reflect reality: DORAL is priced the same as GPC and Basic.

**Note:** This promotion works off of the existing DORAL discounting (PRP) in place during September. No additional discount on VAP product. Promotional product will be billed at regular price.

**Program Elements:**

- Existing, planned discounting sold/executed by the Field
- ~~\_\_\_\_\_~~
- ~~\_\_\_\_\_~~
- Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- \$.40 off/ 2 pack onsert (on back of all promotional packs) to be used with next purchase
  - ***If store does not handle coupons, suggest to retailer to accept coupons from consumers and hold. Rep may reimburse retailer upon collection of coupons using the following code for draft payment: DORAL .40/2 SEPT. Coupons should then be destroyed.***
- • Additional \$.40 off/2 pack onserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- \$1,000,000 Sweepstakes for consumers in non-restricted states (all states except MA, MI, VA).
  - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
  - \$100,000 Retailer Incentive Program - 4 winners/1 per sales area/\$25,000 per winner
  - ***Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)***
    - ➔ ***Must be filled out by retailer to enter Retailer Sweepstakes.***
    - ➔ ***60 Retailer Jackpot Tickets (Included with the sleeves and onserts shipment) will also be shipped directly to each Rep.***
    - ➔ ***Each ticket has area on bottom right side with the following info that must be completed by Rep: SIS Account #, the correct sales area circled (NESA, MWSA, SSA or WSA), Rep's printed name and Rep's signature.***
    - ➔ ***Any ticket not filled out correctly will be discarded.***
- ***Excess quantities of September "Price Check Jackpot Take-One Entry Form" will be available (due to success of June "Big American Adventure Sweepstakes") for order via SMS:***
  - ***Item #547013 (1/SKU 50 Take-Ones)***
- \$100,000 Contest for consumers in restricted states MA, MI and VA only
  - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
  - \$20 Retailer Incentive (***No Retailer Jackpot***)
    - ➔ ***Code for draft payment is DOR JACKPOT PAY Rate: \$20***
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive

**Other Program Elements:**

- Direct Mail:
  - 203,000 smokers will receive Sweepstakes Entry/Information (Core).
  - 451,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Fringe)
  - 268,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Competitive)

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# We're Giving Customers A Million Good Reasons To Stop By Your Store In September. Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

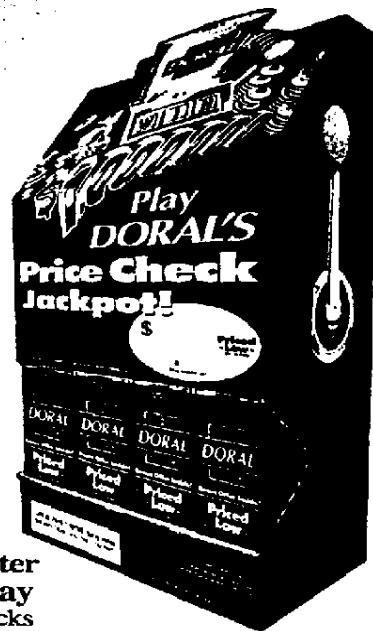
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
w/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

## Additional Support Pieces:\*

Pack Outlet  
Small Paster

Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee

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\*Adhesive numbers and a pricing pen will be included for you to price the materials.

## FINAST

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).****PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****UTILIZE EXISTING RJR PROMOTIONAL PACK PLATFORMS.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

RJREP	RJRD	STORE NAME	ADDRESS	CITY	STATE	
<b>FINAST / CID 4027-03-00</b>						
173307	333849	FINAST #870	7300 SAINT CLAIR AVE	CLEVELAND	OH	
172920	024323	FINAST #878	230 HOWE RD	CUYAHOGA FALLS	OH	
172920	587262	FINAST #861	3750 W MARKET ST	FAIRLAWN	OH	
172920	685513	FINAST #857	857 GRAHAM RD	STOW	OH	
172921	424938	FINAST #825	360 E WATERLOO RD	AKRON	OH	
172922	716475	FINAST #824	600 SOUTH AVE	TALLMADGE	OH	
173021	840683	FINAST #882	4876 N RIDGE	ASHTABULA	OH	
173024	537890	FINAST #819	5772 YO. WARREN ROAD	NILES	OH	
173024	738523	FINAST #823	2425 NORTH RIVER ROAD	WARREN	OH	
173027	569026	FINAST #820	417 BOARDMAN POLAND	BOARDMAN	OH	
173320	333039	FINAST #812	18501 NEFF RD	CLEVELAND	OH	
173320	333800	FINAST #850	5150 WILSON MILLS RD	RICHMOND HTS	OH	
173320	333021	FINAST #837	1395 SOM CENTER RD	MAYFIELD HGTS	OH	
173321	530503	FINAST #875	400 SHEFFIELD CENTER	SHEFFIELD TWP	OH	
173321	812413	FINAST #814	32844 WALKER RD	AVON LAKE	OH	
173321	841305	FINAST #854	1499 COLUMBIA RD	WESTLAKE	OH	
173322	699970	FINAST #810	21593 LORAIN AVENUE	FAIRVIEW PARK	OH	
173322	842006	FINAST #88	26350 GRT NORTH	NO OLMSTED	OH	
173322	429222	FINAST #831	14100 DETROIT AVE	LAKEWOOD	OH	
173322	429737	FINAST #846	371 W BAGLEY RD	BEREA	OH	
173322	547558	FINAST #874	10950 LORAIN AVE	CLEVELAND	OH	
173322	738525	FINAST #843	17400 LORAIN ROAD	CLEVELAND	OH	
173323	812414	FINAST #838	3688 CENTER RD	BRUNSWICK	OH	
173324	325899	FINAST #811	821 CLEVELAND ST	ELYRIA	OH	
173325	663050	FINAST #866	4798 RIDGE RD	BROOKLYN	OH	
173325	690376	FINAST #844	1825 SNOW RD	PARMA	OH	
173325	619348	FINAST #826	8210 MACEDONIA COMMO	MACEDONIA	OH	
173325	665261	FINAST #862	33605 AURORA RD	OLON	OH	
173326	022601	FINAST #877	6677 PEARL RD	PARMA HEIGHTS	OH	
173326	429922	FINAST #848	1225 W PLEASANT VALL	PARMA	OH	
173326	479444	FINAST #817	7919 DAY DR	PARMA	OH	
173326	693077	FINAST #828	18300 ROYALTON RD	STRONGSVILLE	OH	
173327	237505	FINAST #868	6699 CENTER ST	MENTOR	OH	

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## FINAST

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).  
PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****UTILIZE EXISTING RJR PROMOTIONAL PACK PLATFORMS.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

REP	RJR	STORE NAME	ADDRESS	CITY	STATE	
173327	512790	FINAST #841	1581 MENTOR AVE	PAINESVILLE	OH	
173327	959534	FINAST #872	34700 VINE ST	EASTLAKE	OH	
173328	840388	FINAST #834	6711 BROADWAY AVE	CLEVELAND	OH	
173328	335121	FINAST #856	11501 BUCKEYE RD	CLEVELAND	OH	
173328	368017	FINAST #873	11905 SUPERIOR AVE	CLEVELAND	OH	
173328	281472	FINAST #876	3628 MAYFIELD RD	CLEVELAND HEIGHTS	OH	
173328	584477	FINAST #830	24601 CHAGRIN BLVD	BEACHWOOD	OH	
173329	429166	FINAST #859	3024 CLARK AVE	CLEVELAND	OH	
173330	575091	FINAST #833	22777 ROCKSIDE RD	BEDFORD	OH	
173330	730396	FINAST #822	4948 TURNEY RD	GARFIELD HIGHTS	OH	
173330	394040	FINAST #89	16820 HARVARD & LEE	CLEVELAND	OH	
673727	339717	FINAST #851	4020 MILAN RD	SANDUSKY	OH	

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TOPS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315**

**BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100**

**CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).**

**PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.**

**RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.**

**UTILIZE EXISTING RJR PROMOTIONAL PACK PLATFORMS.**

**SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).**

**EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

REP	REP	STORE NAME	ADDRESS	CITY	STATE
<b>TOPS / CID #4027-02-00</b>					
162225	639324	TOPS MARKET #247	2382 ROUTE 19	WARSAW	NY
162225	764354	TOPS MARKET #420	ROUTE 36 AIRPORT RD	DANVILLE	NY
162225	665244	TOPS MARKET #206	2401 W STATE ST	OLEAN	NY
162225	671216	TOPS MARKET #249	11 BOLIVAR ROAD	WELLSVILLE	NY
162225	709276	TOPS MARKET #539	309 W MORRIS ST	BATH	NY
162228	709272	TOPS MARKET #650	1006 N ELMIRA ST	SAYRE	PA
162228	611319	TOPS MARKET #542	830 CONSUMER SQ PLAZA (RT #64	ELMIRA	NY
162228	730956	TOPS MARKET #551	299 S MAIN ST	ELMIRA	NY
162231	801367	TOPS MARKET #555	42 W MAIN ST	OWEGO	NY
162231	688864	TOPS MARKET #517	3918 STATE ROUTE 281	CORTLAND	NY
162231	763340	TOPS MARKET #521	614 S MEADOW ST	ITHACA	NY
162232	172487	TOPS MARKET #504	352 W GENESEE ST	AUBURN	NY
162232	268963	TOPS MARKET #430	RT 5 & 20 PYRAMID MALL	GENEVA	NY
162233	818804	TOPS #560	54 E MAIN ST	NORWICH	NY
162235	830336	TOPS MARKET #570	40 KELLOGG RD	NEW HARTFORD	NY
162236	762980	TOPS MARKET #532	142 GENESEE ST	ONEIDA	NY
162238	172448	TOPS MARKET #508	12 W 1ST ST S	FULTON	NY
162238	936458	TOPS MARKET #509	293 F STATE ROUTE 104	OSWEGO	NY
162620	322467	TOPS MARKET #414	1845 EMPIRE BLVD	WEBSTER	NY
162620	632563	TOPS MARKET #417	1601 PENFIELD ROAD	ROCHESTER	NY
162620	709268	TOPS MARKET #419	6720 PITTSFORD PALMYRA RD	FAIRPORT	NY
162620	763539	TOPS MARKET #409	1455 RIDGE RD E	IRONDEQUOIT	NY
162620	763746	TOPS MARKET #410	175 WINTON RD N	ROCHESTER	NY
162620	801369	TOPS MARKET #413	6272 FURNACE RD	ONTARIO	NY
162621	763272	TOPS MARKET #403	2345 BUFFALO RD	WESTGATE	NY
162621	039206	TOPS MARKET #412	1900 CLINTON AVE S	BRIGHTON	NY
162621	268620	TOPS MARKET #404	710 LAKE AVE	ROCHESTER	NY
162621	813873	TOPS MARKET #460	NORTH CLINTON ST	ROCHESTER	NY
162621	957232	TOPS MARKET #415	1100 JEFFERSON RD	HENRIETTA	NY
162622	615944	TOPS MARKET #038	3949 LOCKPORT OLCOTT RD	LOCKPORT	NY
162622	083026	TOPS MARKET #224	2351 MAPLE RD # AT	WILLIAMSVILLE	NY
162622	089482	TOPS MARKET #042	3500 MAIN ST	AMHERST	NY
162622	415852	TOPS MARKET #041	3980 MAPLE RD	AMHERST	NY

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TOPS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).****PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****UTILIZE EXISTING RJR PROMOTIONAL PACK PLATFORMS.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

R/REP	R/R	STORE NAME	ADDRESS	CITY	STATE
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**TOPS / CID #4027-02-00**

162622	665245	TOPS MARKET #248	11200 MAPLE RIDGE RD	MEDINA	NY
162622	730957	TOPS MARKET #227	9660 TRANSIT RD	EAST AMHERST	NY
162622	765004	TOPS MARKET #205	13059 BROADWAY ST	ALDEN	NY
162622	709270	TOPS MARKET #021	5827 S TRANSIT RD	LOCKPORT	NY
162623	396774	TOPS MARKET #018	188 MAIN ST	EAST AURORA	NY
162623	396814	TOPS MARKET #208	S. 3025 ORCHARD PARK RD.	ORCHARD PARK	NY
162623	487674	TOPS MARKET #236	S. 6150 SOUTH PARK AVE	HAMBURG	NY
162623	765451	TOPS MARKET #215	4250 MCKINLEY PKY	HAMBURG	NY
162623	128676	TOPS MARKET #034	3956 VINEYARD DR	DUNKIRK	NY
162623	397693	TOPS MARKET #221	6914 ERIE RD	DERBY	NY
162623	656975	TOPS MARKET #203	RTE 219(AMES PLAZA)	SPRINGVILLE	NY
162623	683317	TOPS MARKET #238	658 WEST MAIN STREET	ARCADE	NY
162624	744266	TOPS MARKET #246	128 W MAIN ST	LE ROY	NY
162624	742586	TOPS MARKET #431	270 E MAIN ST	AVON	NY
162625	396914	TOPS MARKET #213	1460 S PARK AVE	BUFFALO	NY
162625	396943	TOPS MARKET #217	800 HARLEM RD	WEST SENECA	NY
162625	750724	TOPS MARKET #049	355 ORCHARD PARK RD	WEST SENECA	NY
162625	785245	TOPS MARKET #222	1770 BROADWAY ST	BUFFALO	NY
162625	396674	TOPS MARKET #033	409 NIAGARA ST	BUFFALO	NY
162626	022290	TOPS MARKET #218	750 YOUNG ST	TONAWANDA	NY
162626	396615	TOPS MARKET #207	3035 NIAGARA FALLS BLVD	AMHERST	NY
162626	396637	TOPS MARKET #009	1000 PORTAGE RD	NIAGARA FALLS	NY
162626	396645	TOPS MARKET #219	2160 GRAND ISLAND BLVD	GRAND ISLAND	NY
162626	580624	TOPS MARKET #022	7200 NIAGARA FALLS BLVD	NIAGARA FALLS	NY
162626	742069	TOPS MARKET #228	150 NIAGARA ST	TONAWANDA	NY
162626	396594	TOPS MARKET #005	906 CENTER ST	LEWISTON	NY
162626	398808	TOPS MARKET #037	1385 NASH RD	NORTH TONAWANDA	NY
162626	765591	TOPS MARKET #230	4235 MILITARY RD	NIAGARA FALLS	NY
162628	398257	TOPS MARKET #600	14 S DAVIS ST	BRADFORD	PA
162628	750723	TOPS MARKET #209	2000 WASHINGTON ST	JAMESTOWN	NY
162629	128851	TOPS MARKET #229	2226 DELAWARE AVE	BUFFALO	NY
162629	451963	TOPS MARKET #210	345 AMHERST ST	BUFFALO	NY
162629	472017	TOPS MARKET #232	2101 ELMWOOD AVE	BUFFALO	NY

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TOPS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315**

**BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100**

**CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).  
PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.**

**RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.**

**UTILIZE EXISTING RJR PROMOTIONAL PACK PLATFORMS.**

**SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).**

**EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

**RJREP    ROR    STORE NAME    ADDRESS    CITY    STATE**

**TOPS / CID #4027-02-00**

162629	397872	TOPS MARKET #031	2094 GENESEE ST	BUFFALO	NY	
162629	454506	TOPS MARKET #220	4777 TRANSIT RD	DEPEW	NY	
162629	765144	TOPS MARKET #043	6350 TRANSIT RD	DEPEW	NY	
162629	378739	TOPS MARKET #234	3865 UNION RD	CHEEKTOWAGA	NY	
162629	729260	TOPS MARKET #114	5175 BROADWAY	DEPEW	NY	
162630	521885	TOPS MARKET #407	500 ELM RIDGE CENTER DR	ROCHESTER	NY	
162630	742587	TOPS MARKET #450	1800 LAKE RD	HAMLIN	NY	
162630	551297	TOPS MARKET #245	390 W MAIN ST	BATAVIA	NY	
162630	632588	TOPS MARKET #418	3507 MOUNT READ/MAIDEN	GREECE	NY	
173020	675660	TOPS MARKET #601	1702 E 38TH ST	ERIE	PA	
173020	709273	TOPS MARKET #602	1520 W 26TH ST	ERIE	PA	

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## WILSON FARMS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).****PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****40-PACK DISPLAYS (ITEM #545462) WILL BE SHIPPED TO STORES 8/24/98.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLEERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

R/REP	REP	STORE NAME	ADDRESS	CITY	STATE
<b>WILSON FARMS / CID #4027-05-00</b>					
162225	128628	WILSON FARMS #383	131 W STATE ST	OLEAN	NY
162228	803584	WILSON FARMS #763	503 PARK PLACE	ELMIRA	NY
162228	803594	WILSON FARMS #762	701 GREY	ELMIRA	NY
162230	669742	WILSON FARMS #396	8340 OSWEGO STREET	LIVERPOOL	NY
162230	072903	WILSON FARMS #395	101 VALLEY DR	SYRACUSE	NY
162231	771159	WILSON FARMS #781	178 MAIN ST	GROTON	NY
162231	782891	WILSON FARMS #780	76 N MAIN ST	CORTLAND	NY
162232	719003	WILSON FARMS #398	207 STATE ST	AUBURN	NY
162237	024864	WILSON FARMS #397	123 N MAIN ST	NORTH SYRACUSE	NY
162237	060217	WILSON FARMS #393	1120 N SALINA ST	SYRACUSE	NY
162237	762846	WILSON FARMS #390	1718 GRANT BLVD	SYRACUSE	NY
162237	762855	WILSON FARMS #391	2450 JAMES ST	SYRACUSE	NY
162237	763893	WILSON FARMS #392	618 2ND NORTH AT WOLF	SYRACUSE	NY
162238	767530	WILSON FARMS #772	201 W BROADWAY ST	FULTON	NY
162620	029168	WILSON FARMS #378	1691 CULVER RD	ROCHESTER	NY
162620	089393	WILSON FARMS #377	2300 MAIN ST E	ROCHESTER	NY
162620	763233	WILSON FARMS #373	969 BAY ST	ROCHESTER	NY
162620	764304	WILSON FARMS #372	233 RIDGE RD E	ROCHESTER	NY
162620	764313	WILSON FARMS #370	1475 N GOODMAN AVE	ROCHESTER	NY
162620	971111	WILSON FARMS #380	2288 CULVER RD	ROCHESTER	NY
162621	763309	WILSON FARMS #374	25 CHESTNUT RIDGE RD	ROCHESTER	NY
162621	375902	WILSON FARMS #365	622 PARK AVE	ROCHESTER	NY
162621	492200	WILSON FARMS #369	281 DEWEY AVE	ROCHESTER	NY
162621	542132	WILSON FARMS #368	1218 JAY ST	ROCHESTER	NY
162621	763745	WILSON FARMS #379	890 MONROE AVE	ROCHESTER	NY
162621	764317	WILSON FARMS #371	884 EMERSON ST	ROCHESTER	NY
162621	782992	WILSON FARMS #754	923 S CLINTON AVE	ROCHESTER	NY
162622	303996	WILSON FARMS #339	95 S TRANSIT ST	LOCKPORT	NY
162622	587981	WILSON FARMS #336	43 LINCOLN PARK DR	TOWN TONAWANDA	NY
162622	675049	WILSON FARMS #341	741 KENMORE AVE	BUFFALO	NY
162622	765002	WILSON FARMS #350	1 PARK AVE	LOCKPORT	NY
162622	128343	WILSON FARMS #340	1623 EGGERT RD	AMHERST	NY
162622	397962	WILSON FARMS #349	79 ROCHESTER RD	MIDDLEPORT	NY

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## WILSON FARMS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).****PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****40-PACK DISPLAYS (ITEM #545462) WILL BE SHIPPED TO STORES 8/24/98.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

REP	REP	STORE NAME	ADDRESS	CITY	STATE	
162622	563974	WILSON FARMS #366	1820 MAPLE RD	AMHERST	NY	
162622	615913	WILSON FARMS #363	4950 HARLEM RD	AMHERST	NY	
162622	643127	WILSON FARMS #362	5589 TRANSIT RD	EAST AMHERST	NY	
162622	747701	WILSON FARMS #731	9440 MAIN ST	CLARENCE	NY	
162622	764630	WILSON FARMS #320	2006 DODGE RD	EAST AMHERST	NY	
162622	512696	WILSON FARMS #335	4935 WILLIAM ST	LANCASTER	NY	
162623	440179	WILSON FARMS #333	3725 S PARK AVE	BLASDELL	NY	
162623	563984	WILSON FARMS #364	305 BUFFALO ST	HAMBURG	NY	
162623	626301	WILSON FARMS #384	4931 S. LAKESHORE RD	HAMBURG	NY	
162623	765134	WILSON FARMS #331	4981 S. WESTERN BLVD	HAMBURG	NY	
162625	540545	WILSON FARMS #345	171 GRANT ST	BUFFALO	NY	
162625	765189	WILSON FARMS #326	601 PROSPECT AVE	BUFFALO	NY	
162625	765439	WILSON FARMS #344	258 FOREST AVE	BUFFALO	NY	
162625	764506	WILSON FARMS #323	304 ELMWOOD AVE	BUFFALO	NY	
162625	765529	WILSON FARMS #343	782 ELMWOOD AVE	BUFFALO	NY	
162625	396951	WILSON FARMS #307	1971 S PARK AVE	BUFFALO	NY	
162625	396953	WILSON FARMS #703	481 ABBOTT RD	BUFFALO	NY	
162625	396956	WILSON FARMS #308	2406 S PARK AVE	BUFFALO	NY	
162625	397350	WILSON FARMS #309	4075 SENECA ST	WEST SENECA	NY	
162625	554353	WILSON FARMS #315	1540 BROADWAY ST	BUFFALO	NY	
162625	586468	WILSON FARMS #302	975 ABBOTT RD	BUFFALO	NY	
162625	764761	WILSON FARMS #324	537 POTTERS RD	WEST SENECA	NY	
162625	764965	WILSON FARMS #301	398 DINGENS ST	BUFFALO	NY	
162625	765099	WILSON FARMS #305	1095 E LOVEJOY ST	BUFFALO	NY	
162626	075900	WILSON FARMS #330	492 OLIVER ST	NORTH TONAWANDA	NY	
162626	226876	WILSON FARMS #360	1504 PINE AVE	NIAGARA FALLS	NY	
162626	398779	WILSON FARMS #318	2620 NIAGARA ST	NIAGARA FALLS	NY	
162626	398807	WILSON FARMS #306	1618 18TH ST	NIAGARA FALLS	NY	
162626	398815	WILSON FARMS #361	1787 LOVE RD	GRAND ISLAND	NY	
162626	422975	WILSON FARMS #351	2310 HYDE PARK BLVD	NIAGARA FALLS	NY	
162626	451130	WILSON FARMS #337	1202 NIAGARA FALLS BLVD	TONAWANDA	NY	
162626	545966	WILSON FARMS #338	837 NASH RD	NORTH TONAWANDA	NY	
162626	597988	WILSON FARMS #348	6880 PLAZA DR	NIAGARA FALLS	NY	
162626	672425	WILSON FARMS #332	533 NIAGARA ST	TONAWANDA	NY	
162626	719002	WILSON FARMS #730	1490 ELMWOOD & SHERIDAN DRIV	KENMORE	NY	

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## WILSON FARMS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).****PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****40-PACK DISPLAYS (ITEM #545462) WILL BE SHIPPED TO STORES 8/24/98.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

REP	STORE	STORE NAME	ADDRESS	CITY	STATE
162626	743861	WILSON FARMS #381	8109 NIAGARA FALLS BLVD	NIAGARA FALLS	NY
162626	763885	WILSON FARMS #732	906 BRIGHTON RD	TONAWANDA	NY
162626	764621	WILSON FARMS #322	433 DIVISION ST	NORTH TONAWANDA	NY
162626	765000	WILSON FARMS #311	402 NIAGARA ST	NIAGARA FALLS	NY
162626	765224	WILSON FARMS #352	9101 NIAGARA FALLS BLVD	NIAGARA FALLS	NY
162626	765225	WILSON FARMS #353	1500 MAIN ST	NIAGARA FALLS	NY
162626	765226	WILSON FARMS #354	2824 PINE AVE	NIAGARA FALLS	NY
162626	765283	WILSON FARMS #355	6955 WARD RD	WHEATFIELD	NY
162626	765421	WILSON FARMS #347	2550 MILLERSPORT HWY	GETZVILLE	NY
162626	765575	WILSON FARMS #329	115 BROAD ST	TONAWANDA	NY
162626	923391	WILSON FARMS #359	7610 BUFFALO AVE	NIAGARA FALLS	NY
162628	494775	WILSON FARMS #388	67 CHAUTAUQUA STREET	LAKEWOOD	NY
162628	568309	WILSON FARMS #385	340 ALLEN ST	JAMESTOWN	NY
162628	740876	WILSON FARMS #721	321 HAZELTINE AVE	JAMESTOWN	NY
162628	765318	WILSON FARMS #386	1011 E 2ND ST	JAMESTOWN	NY
162628	765450	WILSON FARMS #387	518 N MAIN ST	JAMESTOWN	NY
162629	058772	WILSON FARMS #327	2078 NIAGARA ST	BUFFALO	NY
162629	490483	WILSON FARMS #328	2412 ELMWOOD AVE	KENMORE	NY
162629	765214	WILSON FARMS #346	584 ONTARIO ST	BUFFALO	NY
162629	765566	WILSON FARMS #342	2458 DELAWARE AVE	BUFFALO	NY
162629	801365	WILSON FARMS #733	460 HERTEL AVE	BUFFALO	NY
162629	396989	WILSON FARMS #319	281 PARKSIDE AVE	BUFFALO	NY
162629	397297	WILSON FARMS #357	755 DICK RD	CHEEKTOWAGA	NY
162629	397958	WILSON FARMS #317	2761 HARLEM RD	CHEEKTOWAGA	NY
162629	397961	WILSON FARMS #316	889 BEACH RD	CHEEKTOWAGA	NY
162629	535521	WILSON FARMS #312	3428 BAILEY AVE	BUFFALO	NY
162629	535523	WILSON FARMS #356	2275 GENESEE ST	BUFFALO	NY
162629	764608	WILSON FARMS #321	3211 MAIN ST	BUFFALO	NY
162629	764958	WILSON FARMS #314	1055 WALDEN AVE	CHEEKTOWAGA	NY
162629	765384	WILSON FARMS #304	1650 KENSINGTON AVE	CHEEKTOWAGA	NY
162629	194519	WILSON FARMS #334	475 FRENCH RD	CHEEKTOWAGA	NY
162629	765599	WILSON FARMS #358	5990 TRANSIT RD	DEPEW	NY
162630	566891	WILSON FARMS #389	3336 LATTI RD	GREECE	NY
162630	700398	WILSON FARMS #750	15 LAKE AVE	HILTON	NY
162630	710613	WILSON FARMS #382	505 E MAIN ST	BATAVIA	NY

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WILSON FARMS

**DORAL JACKPOT SUPERMARKET PROMOTION #801315**

**BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100**

**CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).**

**PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.**

**RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.**

**40-PACK DISPLAYS (ITEM #545462) WILL BE SHIPPED TO STORES 8/24/98.**

**SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).**

**EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

R/REP	R/REP	STORE NAME	ADDRESS	CITY	STATE
162630	763409	WILSON FARMS #375	4424 LAKE AVE	ROCHESTER	NY
162630	763472	WILSON FARMS #376	2678 DEWEY AVE	GREECE	NY

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VIX

**DORAL JACKPOT SUPERMARKET PROMOTION #801315****BRAND STYLES (Pre-Sleeved): DORAL LT MEN 100 / ULT LT 100 / 100 / LT 100****CONSUMER OFFER: SINGLE PACK PURCHASE (@ EXISTING CEILING STRATEGY DISCOUNTS).****PRODUCT WILL BE SLEEVED WITH .40¢ OFF 2-PACKS ON NEXT PURCHASE COUPON INSERTS.****RETAIL DISTRIBUTION DATE: BEGINNING WEEK OF AUGUST 31, 1998.****UTILIZE EXISTING RJR PROMOTIONAL PACK PLATFORMS.****SUPPLEMENTAL P.O.S. KITS WILL BE SHIPPED TO ALL RETAIL REPS WEEK OF 8/17/98 (W/24" PK MERCH CDS / WOBBLERS).****EACH STORE WILL RECEIVE EIGHT (8) CARTONS (2 CARTONS EACH STYLE).**

RREP	RJR	STORE NAME	ADDRESS	CITY	STATE
<b>VIX / CID #4027-06-00</b>					
162620	831349	VIX #92	2255 RIDGE RD E	ROCHESTER	NY
162620	729870	VIX DRUGS #91	100 VILLAGE LNDG	FAIRPORT	NY
162621	615519	VIX/FREDDY'S #89	3333 W HENRIETTA RD	ROCHESTER	NY
162622	437852	VIX DRUGS #83	705 MAPLE RD	WILLIAMSVILLE	NY
162622	615521	VIX DRUGS #82	3330 SHERIDAN DR	AMHERST	NY
162622	663650	VIX DRUGS #90	4101 TRANSIT RD	WILLIAMSVILLE	NY
162625	615522	VIX DRUGS #86	SENECA SQUARE PLAZA	WEST SENECA	NY
162626	580626	VIX DRUGS #87	2429 MILITARY RD	NIAGARA FALLS	NY
162629	128819	VIX DRUGS #81	3640 DELAWARE AVE	BUFFALO	NY
162629	570077	VIX DRUGS #85	1740 KENMORE AVE	BUFFALO	NY
162629	549526	VIX DRUGS #88	3401 GENESEE ST	CHEEKTOWAGA	NY
162629	556464	VIX DRUGS #84	101 FRENCH RD STE 20	CHEEKTOWAGA	NY

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